

# 2017 Closing Dates & Rates.



## 2017 Closing Dates

| ISSUE       | AD CLOSE | DISTRIBUTION |
|-------------|----------|--------------|
| Spring 2017 | 1/20/17  | 3/17/17      |
| Summer 2017 | 4/14/17  | 6/9/17       |
| Fall 2017   | 6/30/17  | 8/25/17      |
| Winter 2018 | 9/15/17  | 11/10/17     |

## Circulation

|                 |         |
|-----------------|---------|
| Total Rate Base | 700,000 |
|-----------------|---------|

## 2017 National Rates

| SIZE                       | 4C        | B/W      |
|----------------------------|-----------|----------|
| 1 Page                     | \$103,400 | \$77,600 |
| 2/3 Page                   | \$72,300  | \$54,300 |
| 1/2 Page                   | \$62,600  | \$46,500 |
| 1/3 Page                   | \$41,400  | \$31,100 |
| 2nd Cover (non-cancelable) | \$118,900 |          |
| 3rd Cover (non-cancelable) | \$113,700 |          |
| 4th Cover (non-cancelable) | \$124,100 |          |

Rates effective January 1, 2017; all rates are gross